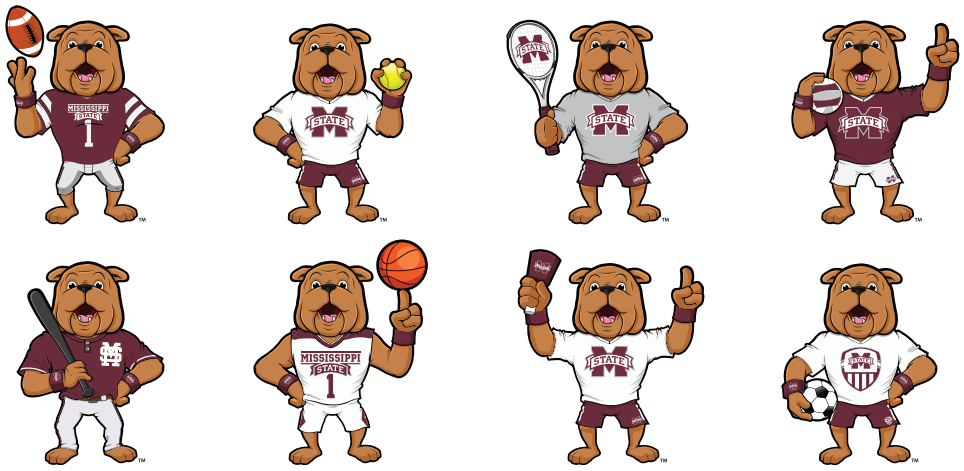
GUIDE TO MARKS ON MERCHANDISE FOR INTERNAL DEPARTMENTS

Internal units and departments can purchase promotional items and merchandise using approved and licensed vendors. They can also use the below spirit, institutional and a unit's secondary signature marks unaltered and showing the appropriate ™ and ®.

The **BULLY MARKS** may be used as is or customized with alternate clothing and props for internal departments. Use of these marks is encouraged over the creation of alternate illustrations of the live mascot or the use of unapproved bulldog silhouettes.



Note: The marks of Mississippi State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

VERBIAGE/PHRASES - REQUIRE ®

Mississippi State University ®
Mississippi State ®
Hail State ®
#HailState ®
The Dude ®

VERBIAGE/PHRASES - REQUIRES ™

MSU ™
Bulldog ™
Bulldogs ™
Dawg ™
Dawgs ™
Bully ™
State ™
This is Our State ™
Welcome to Our State ™
Maroon Friday ™
True Maroon ™
The Hump ™
Hump ™
Davis Wade Stadium ™
DWS ™
Polk Dement Stadium ™
Dudy Noble Field ™
DNF ™
Left Field Lounge ™
LFL ™
Left Field Lofts ™
More Cowbell ™
Praise the Lord and Go Dawgs ™
PTLGD ™
The Junction ™
Junction ™
We Ring True ™
Fight Song excerpts receive a ™

TRADEMARKS REQUIRE ™

This is Our State (image)
Welcome to Our State (image)
Stand Alone Cowbell (image)
Stand Alone MS State Shape with Star (image)
University Signature (image)
We Ring True (image)
FAMILY with MState with Banner (image)
We Ring True (image)
ALUMNI with MState with Banner (image)
Bulldog Silhouette (image)
College Vault - Walking Bully (image)
College Vault - Swinging Bully (image)
College Vault - Flying M (image)
College Vault - Flag Bully (image)
Stacked MS–Baseball 1985 Mark (image)
State–Script Baseball Mark (image)

FEDERALLY REGISTERED MARKS REQUIRE ®

MState with Banner (image)
Mississippi State Banner (image)
Bulldog MState (image)
Bulldog Head (image)
Paw Print (image)
Cowbell in Circle (image)
University Wordmark (image)
University Seal (image)
M over S–Baseball Mark (image)
M over S–Baseball Thin Mark - caps only (image)

SPECIAL REQUIREMENTS

The Egg Bowl trophy logo and verbiage is restricted to select licensees and requires a TM (will be registered jointly with Ole Miss and therefore requires approval of Ole Miss Licensing).

Omaha, and references to as well as SuperDawgs can only be used by NCAA licensees and must include the CWS logo

NOT ALLOWED TO USE *These logos and marks are restricted and/or for retail.*

For Alumni and retail.

For Alumni related to Giving Days.

MAROON AND WHITE (ALMA MATER)

In the heart of Mississippi,
Made by none but God's own hands,
Stately in her nat'ral splendor
Our Alma Mater proudly stands;
Mississippi State we love you,
Fondest mem'ries cling to thee,
Life shall bear thy spirit ever,
Loyal friends we'll always be.
Chorus:
Maroon and White! Maroon and White!
Of thee with joy we sing;
Thy colors bright our souls delight,
With praise our voices ring.

HAIL STATE (FIGHT SONG)

Hail dear ol' State!
Fight for that victory today.
Hit that line and tote that ball,
Cross the goal before you fall!
And then we'll yell, yell, yell, yell!
For dear ol' State we'll yell like H-E-L-L!
Fight for Mis-sis-sip-pi State,
Win that game today!

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